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A Seed House with the Reputation for Quality Goods

MASSER'S SEED HOUSE

ESTABLISHED 1903

Famous for Lettuce

The leading lettuce for early sowing is Early Curled Silicia, which is known as "Cut and Come Again."

We recommend for a good, solid head lettuce "Masser's Head Lettuce."

"Only the
Best Seeds"

10 and 12 South
Ninth Street
READING, PA.



To Our Friends---Our Customers:

We take this opportunity to present this pamphlet, which we have adopted this season, instead of a catalog, which at this time, is expensive, owing to the high cost of paper, labor and all materials which enter into the printing of a catalog. Therefore have decided to give our customers the benefit, instead of the printer, by giving them the best quality of seeds obtainable.

All orders will receive our prompt and careful attention.

We desire to thank our customers of past years for their many favors, and sincerely wish, for you all, successful crops in 1919. This includes the flower beds and lawns, as well as the gardens.

We will be pleased to receive photographs and reports of successful gardens at all times. Let us know how your gardening efforts turn out.

Yours for success,
MASSER'S SEED HOUSE.

PRICE LIST

ASPARAGUS	Pkt.	Oz.	¼ Lb.
Palmetto	5	10	30
Barr's Mammoth	5	10	30

BEANS (Dwarf Green Pod)	¼ Lb.	½ Lb.	1 Lb.
Improved Red Valentine	10	25	40
Green Stringless	10	20	40
Refugee Green	10	20	45

BEANS (Dwarf Yellow Pod)	¼ Lb.	½ Lb.	1 Lb.
Brittle Wax, Stringless	15	35	65
Golden Wax, Rust-Proof	15	35	60
Kidneywax Wardwell's	15	35	60
Refugee Wax	15	30	55
Wonderful Wax	15	30	60
Roundpod Kidney Wax	15	35	65

BUSH LIMA BEANS	¼ Lb.	½ Lb.	1 Lb.
Dreer's Bush Lima	15	30	60
Burpee's Bush Lima	15	30	60
Burpee's Imp. Bush	15	30	60
Fordhook Bush Lima	15	30	60
Henderson Bush Lima	15	30	60
Bird Egg Bush Bean	15	30	60



Every garden, large or small, should have some Beets. Beets are so easily grown, even by the least experienced amateur. The following are very good selections.

POLE LIMA BEANS

	¼ Lb.	½ Lb.	1 Lb.
Early Leviathan Lima	15	30	50
Early Jersey Lima	15	30	50
Dreers Imp. pole Lima	15	30	50
Large white Pole Lima	15	30	50
King of the Garden Pole Lima	15	30	50
Golden Cluster Pole Beans	15	30	60

	¼ Lb.	½ Lb.	1 Lb.
Kentucky Wonder Pole Beans	15	30	50
Kentucky Wonder Wax Pole Beans	15	30	50
Bird Egg Pole Beans	15	30	50

BEETS (for table use)	Pkt.	Oz.	¼ Lb.
Crimson Globe Beet	5	20	60
Early Model Beet	5	20	75
Early Eclipses Beet	5	20	55
Ex-Early Egyptian Beet	5	20	55
Detroit Dark Red	5	20	70
Edmand's Early	5	20	65
Lenze Blood	5	20	65
Dark Stinson	5	20	70
Half Long Blood	5	20	65
Luculus Swiss Chard	10	30	90

CAULIFLOWER	Pkt.
Early Snowball	15
Dry Weather	15

CARROTS	Pkt.	Oz.	¼ Lb.
Earliest Shorthorn	5	20	70
Denver Half Long	5	20	70
Imp. Long Orange	5	20	70



We exercise exceptional care in selecting our Cabbage seeds. One ounce of seed will sow 300 feet of drill.

	Pkt.	Oz.
Early Jersey Wakefield	5	\$1.00
Ex-Early Winningstadt	5	1.00
Charleston Wakefield	5	1.00
Allhead Early	5	1.00
Large Drumhead	5	1.00
Late Flat Dutch	5	1.00
Surehead Cabbage	5	1.00
Danish Ballhead	5	1.00



The varieties of Celery seeds listed below are the finest and best that can be grown. Remember we handle only the best seeds.

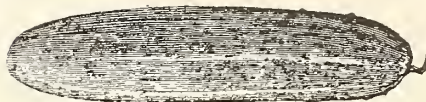
CELERY	Pkt.	Oz.
Golden Self-Blanching	10	75
Boston Market	10	75
White Plume	10	45
Winter Queen	10	30
Giant Pascal	10	35



HOW TO PICK SWEET CORN

To have the finest Sweet Corn it must be picked in just the right condition, that is, when the skin of the grain breaks at the slightest puncture and planting should be made frequently enough always to have a supply at this stage. The quality will be inferior if it is either a few day too old or too young.

CORN	Pkt.	½ Lb.	1 Lb.
Golden Bantam	10	30	50
Early Fordhook	10	30	50
Howling Mob	10	30	50
Early Cosmopolitan	10	25	40
Kendel's Early Giant	10	25	40
Early Minnesota	10	25	40
Early Mammoth	10	25	40
Burpee's White Evergreen	10	25	45
Country Gentlemen	10	25	45
Stowel's Evergreen	10	25	45
Early Adams	10	20	35



Cucumbers should be grown in every garden, to furnish both large fruits for slicing, on the table, and small, young fruits for pickling. In most sections it will be best to make two sowings, one as early in spring as the weather permits, to supply for the table during the summer months, and a second about the last of June or first of July to furnish for fall use.

CUCUMBER	Pkt.	Oz.	¼ Lb.
Ex-Early White Spine	5	15	40
Early Russian	5	15	40
Long Green	5	15	40
West Indian Gherkins	5	20	70

ENDIVE	Pkt.	Oz.	¼ Lb.
Green Curled	5	20	60
Broad Leave	5	20	60

EGG PLANT	Pkt.	Oz.
Black Beauty	10	80
New Spineless	10	80

KALE OR BROCOLA	Pkt.	Oz.	¼ Lb.
Dwarf Curled	5	30	75

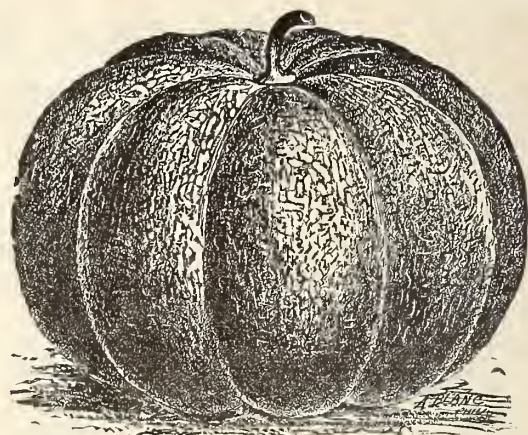
KOHL-RABI			
Early White Vienna	10	30	75
Early Purple	10	30	75

LEEKs			
Broad London Leek	10	30	75



Our Lettuce seed is the choicest that is possible to be had. We recommend repeated sowings in the spring and again during August and September.

LETTUCE	Pkt.	Oz.	¼ Lb.
Earliest Wayhead	10	35	1.00
Big Boston Head	5	20	50
Cutting Grand Rapids	5	20	50
Early May King Head	5	20	50
Cutting Early Curled			
Silicia	5	20	60
Black Seeded Simpsons	5	20	50



The Musk Melon is one of our choicest summer fruits, and with a little extra care melons of the finest quality may be grown in the home garden. We find that the larger fruiting sort are most desirable for cool locations. Two ounces of seed are required to plant one hundred hills.

Masser's Mammoth	Pkt.	Oz.	¼ Lb.
Head	5	25	60
Brown Early Prize			
Head	5	20	50
Hanson Early Head	5	20	50
Californa Butter	5	20	50
Cos. or Celery Lettuce	10	25	75
Iceburg Head	5	20	50
Burpee's Hard Head	5	20	50

MUSK MELON			
Rock Ford Musk	5	15	45
Emerald Gem	5	20	55
Early Hackensack	5	15	40
Jenny Lind	5	15	40
Golden Eagle	10	40	1.00
Banana Cantaloupe	10	25	75

OKRA OR GUMBO	Pkt.	Oz.	¼ Lb.
Kleckley Favorite	5	10	30

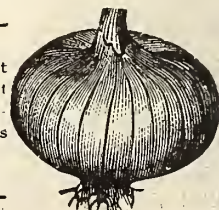
SALSIFY			
Sandwich Island	10	25	75

PARSNIPS			
Hollow Crown	10	20	60

PARSLEY			
Double Curled	5	20	45
Double Moss Curled	5	20	45
Single or Plain	5	20	45
Turnip Rooted	5	20	45

ONIONS			
Prizetaker (Amer.)	10	40	1.25
Yellow Globe Denver	10	40	1.00
Yellow Denver	10	40	1.00
White Silver Skin	10	50	1.25
Mammoth Silver King	15	50	1.25
Large White Globe	15	50	1.40
White Onion Sets	40		1.20
Yellow Onion Sets	35		1.20
Bottle Onion Sets	40		1.40

The Onion is the great economy vegetable that can be grown successfully for several seasons in the same ground.



MASSER'S SEED HOUSE, 10 and 12 SOUTH NINTH STREET **READING, PA.**
ESTABLISHED, 1903

Name, (Mr., Mrs. or Miss)
Please Prefix) _____ Street, P. O. Box or
Rural Delivery) _____

AMOUNT ENCLOSED. State whether P. O. Order, Express Money Order, Draft, Postage Stamps or Cash. \$ _____

More order blanks will be sent upon request. Always write letters on a separate sheet from your order. If out of variety ordered have we your permission to substitute equal or better in nearest we can supply? Answer.....

In the years past the adjustment of postage has been a very troublesome problem, owing to the variation in weight of the different quantities, such as pints, quarts, etc., but with the adoption of the Central System, i. e., selling by the pound, this has become a simple matter, and we are now able to offer all seeds, up to quantities of five pounds, postage paid to your door.

Please be careful to sign your name; post office, county and state on each and every letter sent us.

Telephone 316 H. and 10 25 50 75 100

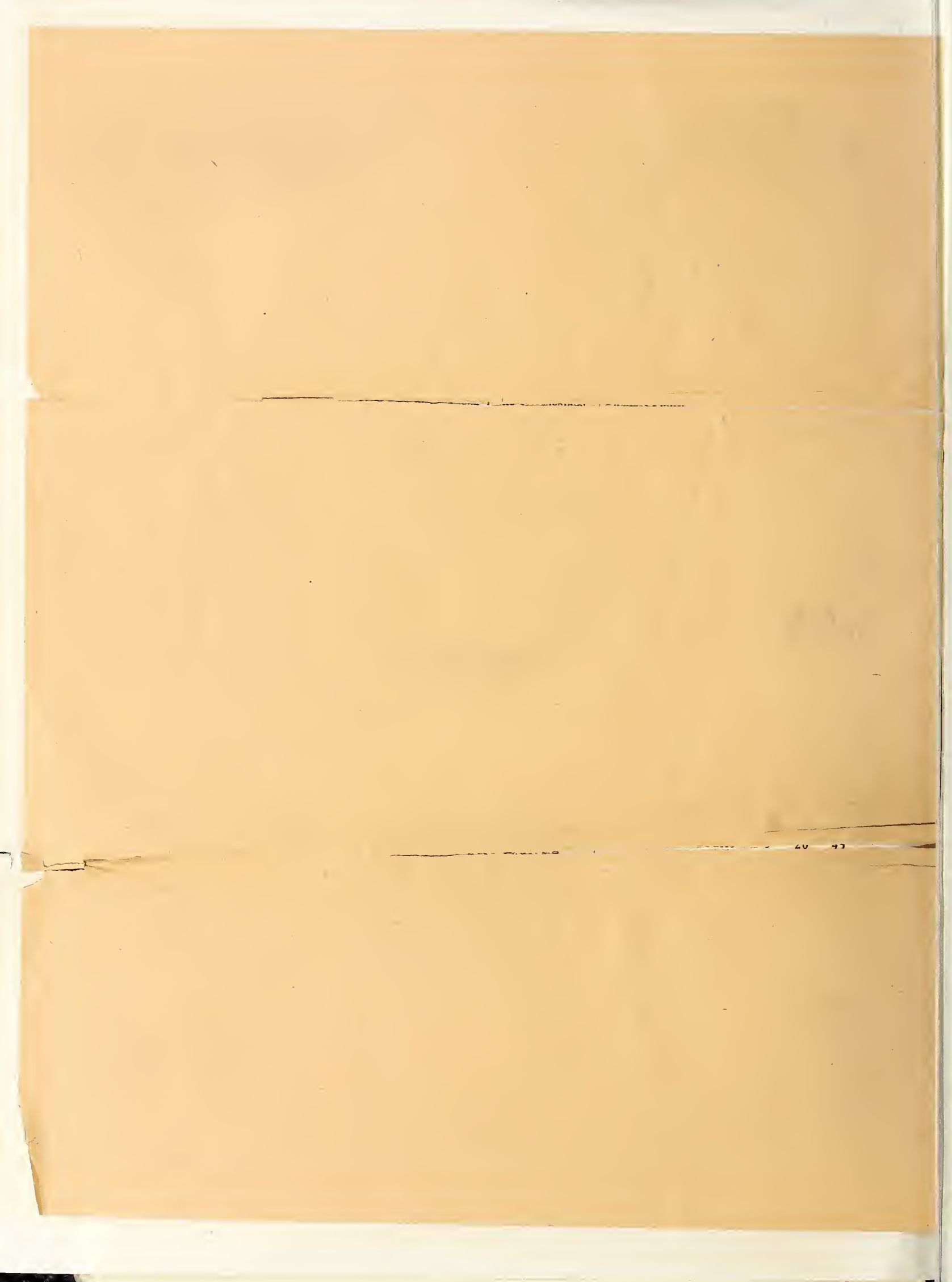
in sending cash with order. Our reputation as honest and experienced seedsmen is well known, while our financial responsibility can be learned from any bank, trust company, or merchant who subscribes to either of the Commercial Agency Reports. We make no charge for bags or boxes.

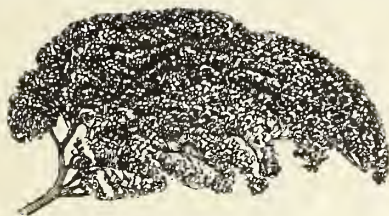
REMEMBER! All Seeds in Quantities up to Five Pounds
DELIVERED FREE

W/White Cuckoo	10	20	30
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We will consider it a special favor if you write below, the names of some of your friends who are likely to use seeds, bulbs or plants.

[illegible]





Parsley should be planted in every garden. The finely cut leaves are quite ornamental and can be used in many different ways.

PEAS

	Pkt.	½ Lb.	Lb.
Ex-Early Alaska, 2 ft.	10	20	40
Best Ex-Early, 2 ft.	10	20	40
Ex-Early Gradus, 2 ft.	10	25	50
Thos. Laxton, 2 ft.	10	25	50
Premium Gem, 1½ ft.	10	25	50
Amer. Wonder, 1 ft.	10	25	50
Little Marvel, 15 in.	15	35	55
Nott's Excelsior, 1 ft.	10	25	50
Telephone, 3½ ft.	10	25	50
Everbearing, 3 ft.	10	20	40
Stratagem, 1½ ft.	10	25	50
Champion of Eng-			
land, 4 ft.	10	20	40

(The above selections of Peas are all leading varieties.)



The large fruited, mild-flavored Peppers have become highly esteemed for serving as a separate vegetable. This dish will be found a most appetizing addition to the table during summer months.

PEPPERS

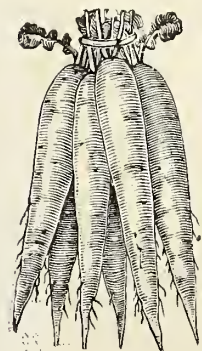
	Pkt.	¼ Oz.	½ Oz.
Chinese Giant	15	25	45
Neapolitan	10	20	40
Ruby King	10	20	40
Golden Queen	10	20	40
Bull Nose	10	20	40

PUMPKINS

	Pkt.	Oz.	¼ Lb.
Small Sugar	5	15	45
Big Tom Field	5	15	45
Japanese Pie	5	15	45
White Cushaw	10	20	50
Genuine Mammoth	10	25	75

RADISH

Masser's Early Red	5	20	60
Rosy Gem White			
Tipped	5	20	60

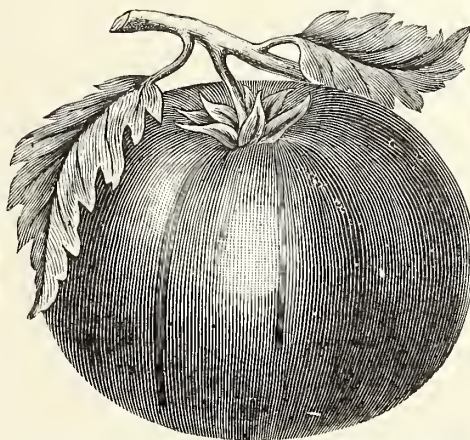


Radishes of fine quality, highly desirable for summer market or home use. By successive planting a supply of fine Radishes may be had all summer.

	Pkt.	Oz.	¼ Lb.
Vick's Scarlet Globe			
Red	5	20	60
Early White Turnip	5	20	60
White Box	5	20	60
Crimson Giant Globe	5	20	60
French Breakfast	5	20	60
White Icicle	5	20	60
Cincinnati Market or			
Glass	5	20	60
Scarlet Short Top	5	20	60
Chartier	5	20	60
Lady Finger	5	20	60
White Strasburg	5	20	60
White Chinese	5	20	60
Chinese Rose	5	20	60
Long Black Spanish	5	20	60

SQUASH

	Pkt.	Oz.	¼ Lb.
Patty-Pan	5	20	60
Fordhook	5	20	60
Golden Summer	5	20	60
True Hubbard	5	20	60



Our Tomato seeds are carefully selected, strictly the highest obtainable. You will find the following list smoother than usual and very meaty. "Solid as a rock."

TOMATOES

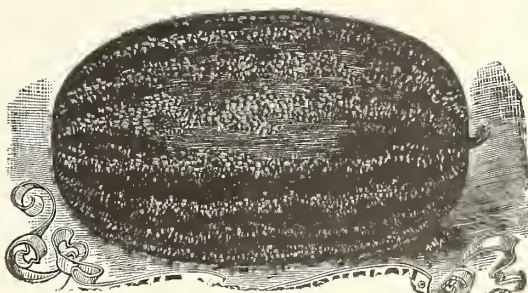
	Pkt.	Oz.
New Stone	10	40
Dwarf Stone	10	50
Dwarf Champion	10	50
Spark Earlianna	10	50
Matchless	10	50
Chalk's Early Jewel	10	50
Trucker's Favorite	10	50
Giant Ponderosa	15	75
Plum Shaped Yellow	5	50
Plum Shaped Red	5	50
Pear Shaped Yellow	5	50
Pear Shaped Red	5	50

TURNIPS

	Pkt.	Oz.	¼ Lb.
Purple Top Flat	5	20	75
Purple Top Globe	5	20	75
White Egg	5	20	75
Cow Horn	5	20	75
Yellow Globe	5	20	75
Ruta Baga	5	20	75

HERBS

Coriander	5	20	60
Dill	5	25	75
Lavender	10	35	
Sweet Majoram	10	50	1.75
Sage	10	40	1.50
Summer Savory	15		
Thyme	15		



A light, sandy soil, with good exposure to the sun, is the best situation to plant watermelons. The ground should be prepared deep, but receive shallow cultivation. Hoe often and very thoroughly.

WATERMELON

	Pkt.	Oz.	¼ Lb.
Halbert Honey	5	15	40
Kleckley Sweet	5	15	40
Tom Watson	5	15	40
Dark Tang	5	10	30

RHUBARB

Victory Rhubarb	5	20	60
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SPINACH

Spinach Bloomsdale	5	15	40
New Zealand Spinach	10	25	75

TOBACCO

Connecticut Seed Leaf	5	30	85
Lancaster Broad Leaf	5	30	85
Havana	10	50	

NEW MAMMOTH PEANUTS 15 Pkt.

The list of seed printed on our illustrated pamphlet are the leading varieties which are known throughout the country.

We carry one of the most complete lines of Vegetables, Field and Lawn Grasses, as well as Flower Seeds.

Before purchasing your Field Seed write for our prices. The following are a few of the many kind of Field Seeds we handle:

Red Clover	Oats
Alsike Clover	Buckwheat
Alfalfa Clover	Vetch
Crimson Clover	Cow Peas
White Clover	Soy Beans
Sweet Clover	Field Peas
Timothy	Rape
Millet	Kaffir Corn
Spring Rye	Broom Corn
Corn	Sugar Cane

MASSER'S EARLY RED RADISH

This variety has a small top, and is the earliest in cultivation; the roots are small, of a rich, bright scarlet color, and the handsomest of all forcing varieties; ready to pull in three weeks. The leaves are short, which permits of close sowing. The best and most satisfactory for home garden, and the market gardeners will find it a great money-maker.



FLOWER SEEDS	Pkt.	Oz.
Mixed Sweet Peas	5	20
Spencer's Mixed Sweet Peas	5	25
King Edwards	10	30
Apple Blossom	10	30
Primrose Spencer	10	30
Mrs. Wilda Pink	10	30

NASTURTIUM

Dwarf Mixed	10	30
Tall Mixed	10	30

ASTERS

Giant Comet, Mixed	10
Crego's Asters, Mixed.....	10
Special Asters, Mixed.....	10
Sweet Alyssum, White.....	5
Snadragon, Mixed	5
Candytuft, Mixed	5
Carnation, Mixed	10
Canterbury Bells	10
Cornflower, Single, Mixed....	5

	Pkt.
Cypress Vine, Mixed.....	5
Dianthus Pinks, Mixed.....	5
Pheasant Eye Pinks, Mixed	5
Helichrysum, Everlasting, Mixed	5
Mignonette, Mixed.....	5
Pansy, Good Quality, Mixed	5
Pansy, Imperial, Mixed.....	10
Petunia, Hybrid, Mixed.....	5
Phlox Drummondii, Mixed.....	5
Portulaca, Single, Mixed.....	10
Salvia or Scarlet Sage.....	10
Verbena Hybrid, Mixed.....	5
Morning Glory, Mixed	5
Zinnia, Double, Mixed.....	5

We have almost any variety of Flower Seeds you send for.

BULBS FOR SPRING PLANTING

	Per Doz.
Dwarf Excelsior Pearl Tube-roses	40

Gladiolas, Mixed	35c per doz.
Gladiolas, Separate Color.....	40c " "
Cinnamon Vine	50c " "
Mexican Vine	50c " "
Caladiums, First Size	75c a Pc.
Caladiums, Second Size.....	60c " "
Caladiums, Third Size.....	40c " "
Dahlias, All Colors	15c per doz.
Cannas, All colors	90c " "

LAWN SEEDS

City Park Lawn Seed 15	25	1.25
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We pride ourselves on our City Park Lawn Seed. It has never failed us, and has that velvet green appearance.

SHADY LAWN SEED

1/2 Lb.....	20	1 Lb.....	30	5 Lbs.	1.30
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One pound of Lawn Seed is sufficient to sow a plot 20x20 (or 400) square feet.

RELIABLE SPRAYING SOLUTIONS

NOT PREPAID

ARSENATE OF LEAD (Powdered)

Mixes with water almost instantly—one pound goes as far as two or three of paste—remains in suspension much longer. We have given a five-year test to the brand we carry and consider it unequalled. 1/2 lb., 30c; 1 lb., 55c; 5 lbs., \$2.60; 10 lbs., \$5.00; 25 lbs., \$10.50; 50 lbs., \$20.00, not prepaid.

BLACK LEAF 40

(40% Nicotine Sulphate)

Highly recommended by the Experiment Stations as a spray for Black Aphid and sucking insects of this class. You cannot go wrong in ordering "Black Leaf 40" for sucking insects. 1 oz. makes 6 gallons of spray on outdoor vegetation. As a dip to destroy scab, ticks, lice and insect pests on sheep, cattle and hogs, dilute 1 pound in 83 gallons of water. 1 oz., 25c; 1/2 lb., 75c; 2 lbs., \$2.50; 10 lbs., \$10.75, not prepaid.

BORDO LEAD

Kills leaf-chewing insects, and at the same time protects the crop against fungus disease such as apple scab and potato blight. We advise our customers to use Bordo-Lead on their fruit trees, potato and sticks and protects the foliage. All ready to use by adding cold water. Bordo-Lead will not only increase the crop, but will improve the quality. This combined spray saves mixing and if used before bugs or blight appear, it gives best results possible. 1 pound makes 5 gallons spraying solution. 1 lb., 25c.; 5 lbs., \$1.40; 10 lbs., \$2.50; 25 lbs., \$5.75, not prepaid.

QUICK BORDEAUX MIXTURE

A superior article ready for immediate use for blight on flowers, vegetables and trees. Used largely with Arsenate of Lead for spraying potatoes and trees. 1 pound makes 5 gallons. 1 lb., 30c.; 5 lbs., \$1.00; 10 lbs., \$1.75; not prepaid.

GRAFTING WAX

1/4 lb., 15c.; 1/2 lb., 30c.; 1 lb., 55c., not prepaid.

LIME AND SULPHUR POWDERED

Mixes with water—becomes a liquid testing the same as standard liquid solutions. It is claimed that the brand we carry is the only powdered form that is exactly the same as standard liquid solutions and can with safety to the tree be used in combination with an arsenate as a summer spray without the disadvantage of bulk, weight, leakage, etc. 1 lb., 30c.; 5 lbs., \$1.10; 10 lbs., \$2.00; 25 lbs., \$4.50;

50 lbs., \$8.00; 100 lbs., \$14.00; 400 lbs., (1 bbl.), \$45.00, not prepaid.

"NICO-FUME" LIQUID (40% "Free Nicotine")

The best spray for greenhouses. The fumes help to kill the insects. One or two teaspoonfuls to the gallon of fresh water. "Nico-Fume" Liquid has the advantage of being employed both for spraying and fumigating. 1/2-lb. tin, 75c.; 1 lb., \$1.50; 4 lbs., \$5.50; 8 lbs., \$10.50, not prepaid.

"NICO-FUME" TOBACCO PAPER

To use, "hang sheet from hole punched in one end, blow out flame and let sheet burn." Eight or ten sheets for the ordinary greenhouse. (100 ft. long by 20 feet wide) will usually furnish a strong fumigation against green fly, etc. 24-sheet can, 85c.; 144 sheets, \$4.00; 288 sheets, \$7.50, all postpaid.

PARIS GREEN

1/4 lb., 20c.; 1/2 lb., 35c.; 1 lb., 65c.; 2 lbs., \$1.25, not prepaid.

PYROX (Bowkers)

A pasty substance used for leaf-eating insects and blight. It is really a Bordoaux and Arsenate of Lead combined and is excellent. Dilute 1 lb. to 5 gallons water. It is a superior article that is giving results. 1 lb., 35c.; 5 lbs., \$1.40; 10 lbs., \$2.50; 25 lbs., \$5.75; 50 lbs., \$10.75; 100 lbs., \$20.00; 300 lbs., \$57.00, not prepaid.

SOAP (FISH OR WHALE OIL)

An excellent wash for trees and plants. Used with Black Leaf 40 in combatting hard-to-conquer sucking insects. 1/4 lb., 15c.; 1 lb., 35c.; 2 lbs., 60c., not postpaid.

SOAP ("RED SNAPPER" PLANT)

A combined nicotine, fish oil, sulphur soap. A very effective plant cleanser and insect killer. 1/2 pt. can, 25c., not prepaid.

WEED KILLER (TARGET BRAND)

Keeps paths and roads free from weeds and grass. One gallon makes 50 gallons ready for use—enough for 150 yards of surface; applied with watering can. By express or freight: 1 pt., 40c.; 1 qt., 60c.; 1 gal., \$1.75, not prepaid.

SPECIAL SUGGESTION

Combine Black Leaf 40 with either Bordo-Lead or Pyrox and you have a complete spray for sucking insects, chewing insects and many blights. Be prepared. It will pay you to have these necessary articles always on hand—Black Leaf 40 and either Bordo-Lead or Pyrox. Used by all successful gardeners, farmers and orchardists.

Compressed

Air Sprayer.

Galvanized

\$6.25

All Brass

\$9.50

Brass continuous hand

Sprayer

\$1.50

Galvanized

\$1.00

Tin

.85

Baby Midget

Sprayer

.35



Write for Our Planet Jr. Catalog and Prices

Hand Cultivators, Pruning Shears, Ward Hillside or Flat Land Plows. All Kinds of Plow Repairs. Rubber Hose Spraying Nozzle

Seed Drills
Weeders
Garden Tools
ETC. ETC



FERTILIZER, PLANT FOOD, ETC.

(Not Prepaid, Add Postage.)

	Pkt.
Walker's Plant Food.....	10c
Walker's Plant Food.....	25c
Nicotine, 1/2 lb.....	75c
Nicotine, 1 lb.....	1.50
Bug Death—	
1 lb.	25c
3 lbs.	60c
5 lbs.	85c
12 1/2 lbs.	1.75
Lemon Oil—	
1/2 pt.	30c
1 qt.	90c
1 pt.	50c
1/2 gal.	1.50
1 gal.	2.50
Shoo-Fly for Cattle—	
1/2 gal.	75c
1 gal.	1.25
Humus—	
10 lb.	25c
100 lb.	1.75
Sheep Manure (Pulverized—	
10 lbs.	50c
25 lbs.	1.00
50 lbs.	1.75
100 lbs.	3.00
Cattle Manure (Shredded)	
10 lbs.	50c
25 lbs.	1.00
50 lbs.	1.75
100 lbs.	3.00
Nitrate of Soda—	
1 lb.	20c
2 lbs.	35c
5 lbs.	70c
10 lbs.	1.20